

elite
executive services
relocations

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Relocation Relocation

Elite Executive Services was established by Kathy Nunn to address a need for a service which genuinely recognised that each relocation is different and that all relocatees have differing expectations. As a winner in the Leading Advisor category (Australia), Kathy explains what Elite has achieved in the industry.

Elite is a global destination service provider, established to cater for a need for a relocation company which is proficient at handling large complex company moves yet having a personal approach which makes every assignee feel special. The firm works with corporates and individuals who are moving from interstate or overseas and can either manage the whole relocation (home search, school search flights, accommodation, removal firms, short term accommodation, car hire and more) or provide their core service around the finding of home, school or childcare, orientation and settling in along with cultural training and language training where required. Kathy Nunn from the firm tells us more about what services and expertise they provide.

"We measure our success not only by our profit but from the number of successful relocations we have been a significant part of and our strong relationships with the HR team at the companies we work with. We provide both the HR team and the people moving with total support and would be able to do this for the readership allowing them to save time and particularly costs in providing successful relocations."

Kathy also explains Elite's approach to client service and what they do to ensure they provide a successful and positive experience for all.

"Our target market is the corporates who move executives interstate or overseas but we are developing other services which are targeting people who have recently retired and wish for a lifestyle change and also people coming from overseas on significant investor visas. Our marketing strategy, therefore, is to look at our current clients and make sure that we reach out to them at least quarterly so that we retain a good relationship; look at approaching similar industries with relocating needs and let them know about our services; develop strong social media strategies as well as using conventional marketing techniques such as online advertising and advertising in appropriate publications.

"With regards to our current clients, we develop the relationship by inviting them to events which would add value and we do see that this leads to more services being required. We also use our customers as sounding boards ensuring we are open to providing new or adaptive services. We are aware of our competitors and look to exploit niche markets that they have not discovered. We look for points of difference where we can add value to existing or new customers and use this to promote more opportunities for discussion."

Finishing the interview, Kathy outlines what makes Elite a competitive company in the industry and its main aim for the future.

"For any company to grow effectively, it needs to have the support of experts. Advisors provide unique solutions tailored to companies which are based on their wealth of experience. Our aim is to increase our consultant base in other countries so that we can even better support our clients."

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"We work with a number of large corporates who ask us to perform this service globally but we also work with individuals who need assistance also. Excellence in employee and family support sits is the key driver sitting behind all the services we deliver. Elite insists on providing the same quality high touch service to employees and their families no matter what service is authorized and regardless of the seniority of the employee.

"Too little attention is paid to the issues arising from relocating for work: understanding which suburbs were the right fit; finding schools that would best suit; learning strategies for networking and making new friends so that trailing spouses in particular do not feel isolated; dealing with time and budget pressures. Elite Executive Services has grown exponentially on the back of its exceptional service standards and dedication to the successful relocation of all its clients and in particular the personal caring approach to all assignments big or small.